



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

New

Contract / Revision 500421 /		Alt Order # 06399121
Product HOUSE MAJORITY PAC		
Contract Dates 10/30/12 - 11/06/12		Estimate # 2278
Advertiser House Majority PAC		Original Date / Revision 10/31/12 / 10/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELERE-Phil
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 84	Product Code 91
Agency Ref		Advertiser Ref

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/30/12	11/05/12	Katie Couric	2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/30/12-11/05/12	Katie Couric	2-3p	MTuWThF----	:30		\$650.00	NM		
				Credited								
	2	KVVU	10/30/12-11/05/12	Katie Couric	2-3p	MTuWThF----	:30		\$650.00	NM		
				Credited								
	3	KVVU	10/30/12-11/05/12	Katie Couric	2-3p	MTuWThF----	:30		\$650.00	NM		
				Credited								
N 2	KVVU	10/30/12	11/05/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/30/12-11/05/12	Fox 5 News at 5	5-530p	MTuWThF----	:30		\$1,400.00	NM		
				Credited								
	2	KVVU	10/30/12-11/05/12	Fox 5 News at 5	5-530p	MTuWThF----	:30		\$1,400.00	NM		
				Credited								
N 3	KVVU	10/30/12	11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/30/12-11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	MTuWThF----	:30		\$1,250.00	NM		
				Credited								
	2	KVVU	10/30/12-11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	MTuWThF----	:30		\$1,250.00	NM		
				Credited								
N 4	KVVU	10/30/12	11/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/30/12-11/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a	MTuWThF----	:30		\$1,250.00	NM		
				Credited								
N 5	KVVU	10/30/12	11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$1,225.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
500421 /	06399121

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	HOUSE MAJORITY PAC	2278

<u>Advertiser</u>	<u>Original Date / Revision</u>
House Majority PAC	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/30/12 11/05/12 MTWTF-- 2 \$1,225.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/30/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTuWThF----	:30		\$1,225.00	NM		
	Credited											
N 6	KVVU	11/05/12	11/05/12	Bones	Mon 8p-9p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$7,500.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	11/05/12-11/11/12	Bones	Mon 8p-9p	M-----	:30		\$7,500.00	NM		
	Credited											
N 7	KVVU	11/01/12	11/01/12	The X Factor	The X Factor		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ---1--- 1 \$8,500.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The X Factor	The X Factor	----Th-----	:30		\$8,500.00	NM		
	Credited											
N 8	KVVU	11/06/12	11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 -1----- 1 \$1,225.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	11/05/12-11/11/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	-Tu-----	:30		\$1,225.00	NM		
	Credited											
N 9	KVVU	11/04/12	11/04/12	Extra Weekend	Su 6-7p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$450.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Extra Weekend	Su 6-7p	-----Su	:30		\$450.00	NM		
	Credited											
Totals											3	\$10,475.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	3	\$10,475.00	\$8,903.75
Totals	3	\$10,475.00	\$8,903.75

Signature: _____ Date: _____

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REP HEADLINE# 6401156
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 13.45
*** KVVU-TV ***

ADV # ADV. NAME ISS/HOUSE MAJORITY PAC REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME LAURA BASSETT

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER # 506421 CONTRACT # 6401156 CLASS: NATL. LOCAL REGIONAL

PRDCT HOUSE MAJORITY PAC EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT31/12 OCT31/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT31/12 13.45

REP: TO ROSE
FROM TERESA
BOOKED \$8000 FOR NMP ON NEW ORDER
PLEASE CONFIRM

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
30 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			800P-1000P	30		\$8,000.00	10/31	10/31	1		WED	1
PROGRAM : X FACTOR												
NOV/12 \$8,000.00												
CONTRACT TOTAL												\$8,000.00
TOTAL SPOTS												1

COMPETITIVE INFORMATION NOT YET AVAILABLE.
SVC- NSI
DEMOS- RA35+*

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

Contract / Revision 500421 /		Alt Order # 06399121
Product HOUSE MAJORITY PAC		
Contract Dates 10/30/12 - 11/06/12		Estimate # 2278
Advertiser House Majority PAC		Original Date / Revision 10/26/12 / 10/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 84	Product Code 91
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/30/12	11/05/12	Katie Couric	2-3p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				3	\$650.00			
N 2	KVVU	10/30/12	11/05/12	Fox 5 News at 5	5-530p		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,400.00			
N 3	KVVU	10/30/12	11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,250.00			
N 4	KVVU	10/30/12	11/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,250.00			
N 5	KVVU	10/30/12	11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,225.00			
N 6	KVVU	11/05/12	11/05/12	Bones	Mon 8p-9p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$7,500.00			
N 7	KVVU	11/01/12	11/01/12	The X Factor	The X Factor		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$8,500.00			
N 8	KVVU	11/06/12	11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-1-----				1	\$1,225.00			
N 9	KVVU	11/04/12	11/04/12	Extra Weekend	Su 6-7p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$450.00			
N 10	KVVU	10/31/12	10/31/12	The X Factor	The X Factor		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$8,000.00			
Totals											16	\$37,875.00

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KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
500421 /	06399121

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	HOUSE MAJORITY PAC	2278

<u>Advertiser</u>	<u>Original Date / Revision</u>
House Majority PAC	10/26/12 / 10/30/12

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	16	\$37,875.00	\$32,193.75
Totals	16	\$37,875.00	\$32,193.75

Signature: _____ **Date:** _____

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REP HEADLINE# 6399121 TRF# 500421 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 15.01
*** KVVU-TV ***

ADV # ADV. NAME ISS/HOUSE MAJORITY PAC REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME SARAH LEVENE
3050 K ST NW, SALES PRSN PH- TERESA DIFURIA
WASHINGTON, DC 20007

ORDER # CONTRACT # 6399121 CLASS: NATL. LOCAL REGIONAL
PRDCT HOUSE MAJORITY PAC EST#2278 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT30/12 NOV6/12 WK-2
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT30/12 15.01

REP: OK'D M1 SEE LINE 11
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
30 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
7	S		900P-1000P	30		\$8,500.00	11/1	11/1	0		THU	0
11	A		800P-1030P	30		\$8,500.00	11/1	11/1	1		THU	1

AGENCY ADVERTISER CODE = 84 AGENCY EST# = 2278
AGENCY PRODUCT CODE = 91
PROGRAM : GLEE
CON COM1: GLEE
PROGRAM : X FACTOR
ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-7 FOR 1 SPOT/WK

REP HEADLINE# 6399121 TRF# 500421
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$
REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 15.01
*** KVVU-TV ***
CHANGES

[illegible]

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#7	MISSED:THU/900P-1000P	NOV1
			OFFER:THU/800P-1030P	NOV1
			CMT:PRG CHG. PRE-BOOKED	PLS APPROVE.

NOV/12 37875.00

NOV/12	37875.00	CONTRACT TOTAL	37875.00
		TOTAL SPOTS	16

MARKET TOTALS	\$156,973	KVVU 19%	KSNV 28%	KTUD 1%	KTNV 20%	KVMY 9%	KVCW 3%	CABL 0%
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SHARES EST

SVC- NSI
DEMOS- RA35+*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE